

## 2. Liga - Steiermark vs Mattersburg Rocks

DATE: Tuesday, January 6, 2026  
LOCATION: Mattersburg, Burgenland, AT

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### Event Description

2. Liga - Steiermark vs Mattersburg Rocks is a premier sports event in Mattersburg. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

### Key Information

**Category:** sports

**Importance Rank:** 52/100

**Expected Attendance:** 1,310 people

**Event ID:** DsN2VZGB3TH2WbiU6b

### Hotel Demand Indicators

**ADR Impact Index:** 5.9x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 524 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*

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